



WISCONSIN LEGISLATURE

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WISCONSIN PUBLIC SERVICE

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Public Service Commission of Wisconsin
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October 25, 2007

Commissioners, Wisconsin Public Service Commission (PSC)
Attn: Ms. Sandra J. Paske, Secretary to the Commission, PSC
PO Box 7854
Madison, WI 53703

Dear Commissioners,

We are contacting you today in regards to the proposed relief alternatives for the 715 area code. Due to the fact that there is a finite supply of telephone numbers with the 715 prefix, we understand that change is necessary. However, any course of action chosen by the Public Service Commission will obviously have a number of long term ramifications for the people of central Wisconsin. With these considerations in mind, we would like to offer our strong support for alternatives six, two, and three (for alternatives six and two we wish to see Area B retain the 715 area code, and we wish to see Area A retain the 715 area code in alternative three).

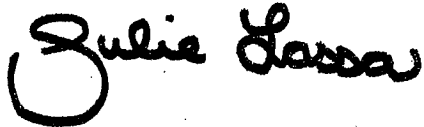
From a practical standpoint, Northwestern Wisconsin is growing at an explosive rate. An ever-increasing number of citizens are commuting between Northwestern Wisconsin and the Twin Cities for work-related purposes, and there is no reason to believe that this trend will dissipate any time soon. As such, ***from a growth-projection perspective, it would make much more sense for that region to be granted a new area code.*** With this consideration in mind, alternatives six, two and three seem to make the most sense, as they provide a long term solution to the changing demographics of the region.

In addition, we believe that these three proposals represent the most reasonable courses of action for businesses and individuals in our respective districts. As all of you know, a number of large businesses are located in our area of the State, including Marshfield Clinic, Sentry Insurance, and call centers for Lands' End and Figi's. Businesses forced to change their area codes will obviously incur a number of large expenses, which in turn could have a number of negative consequences on our communities as a whole. In addition to local businesses, a number of residents in our districts have had the 715 prefix for a multitude of years. An area code change at this juncture would undoubtedly cause them undue hardship.

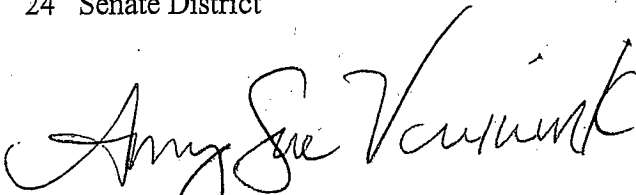
Lastly, and perhaps most importantly, Central Wisconsin is home to a booming segment of the population that speaks English as a second language as well as the highest per capita SeniorCare enrollment population in the State. An area code change could potentially cause a great deal of confusion for these particularly vulnerable populations.

Thank you very much for your time and attention to this matter. If you have any questions, or should you require any additional information, please do not hesitate to contact us.

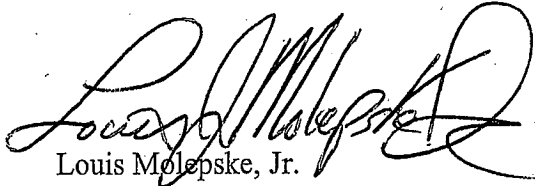
Sincerely,



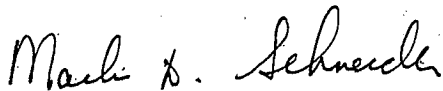
Julie Lassa
State Senator
24th Senate District



Amy Sue Vruwink
State Representative
70th Assembly District



Louis Molepske, Jr.
State Representative
71st Assembly District



Marlin Schneider
State Representative
72nd Assembly District